The Iowa Publisher

AND THE BULLETIN OF THE IOWA PRESS ASSOCIATION

NEW PRESIDENT TAKES OVER — Duane E. Dewel (right), incoming President of Iowa Press association, welcomed by President John Burrows.

MAY · 1954

Dale Boyd, editor of the Pocahontas Record-Democrat, *holds a lamb from the farm he bought after becoming interested in farming by writing about it. Publisher Louis Elbert, who has the polaroid camera they use for farm pictures, promotes local farm prosperity through a farmer-of-the-week feature explaining an unusual farming technique of a county farmer. Farmers share their know-how in the* Record-Democrat *and the possible impact of such a feature on advertisers is illustrated by Bannister in the accompanying article.*

Sharing Prosperity

Pocahontas Paper Passes On Better Farming Techniques

By "Dock" Bannister

A member of the Iowa State College agriculture department, Dwight "Dock" Bannister is doing a series of articles on farm coverage by Iowa weekly newspapers. In this article he tells about the effective disseminating of better farming techniques by the Pocahontas Record-Democrat, *especially through this paper's farmer-of-the-week feature written by editor Dale Boyd.*

Melvin Schulte runs the hatchery at Pocahontas and writes an advertising column called "Chats About Chickens" for the Pocahontas *Record-Democrat*. In March he surprised this newspaper by using in his column material from another *Record-Democrat* weekly feature.

Schulte wrote:

We find the farmer-of-the-week column is one of the most interesting features in the *Record-Democrat*. We read it first, even before our own ad. It helps us get acquainted with our community. We started clipping and saving this column when it started a couple of years ago and now we have a file.

Then for his weekly chat Schulte used statistics from his file of the farm column.

Some farmers have reported using ideas they saw in farmer-of-the-week. One harvested clover seed as instructed and was successful although he had never done it. Another adopted a system for harvesting oats which had been explained in the column.

The farmer-of-the-week is not copyrighted and the paper assumes that if an idea therein builds local income and the paper's local farm influence, it might do the same elsewhere. If Iowa papers can build farm influence, they may get response from national advertisers like the *Record-Democrat's* from this local hatchery owner.

Here's how the farmer-of-the-week column is done:

The first day following publication, editor Dale Boyd, who is part owner, and publisher Louis Elbert interview a farmer who has been notably successful at a particular farming technique. This is the first feature prepared for the coming edition.

Farmers usually are interviewed at suggestion of the Soil Conservation Service. The paper's policy is to promote effective soil conservation and land usage.

Soil Conservation Service technicians and the county extension director advise what questions are significant for the farm practice being investigated.

At the interview site, the farmer-of-the-week is asked to describe step-by-step his technique of better farming. Other farmers may wish to try it. This information is backgrounded by material about the farmer. For example:

How many children in his family?

How many acres does he operate?

What machinery does he use?

How many and what kind of chickens does he raise?

How much livestock does he have?

The farmer-of-the-week feature is put near the back of the second section. The *Record-Democrat* hasn't gone in for separate farm pages because the publisher feels that local advertisers in a town the size of Pocahontas — population 1,949 — want their ads near live farm news. Farmers reading this news tend to see and act upon farming suggestions in adjoining ads.

The *Record-Democrat* has won five Iowa Press association first places and one second place for best service to agriculture. But Elbert says that his method of scattering farm news through the paper isn't widely practiced.

More accepted, he says, is the method of bunching farm news onto one page or into one section. By scattering farm news, he advises, you may get more of it and you may be surprised someday by an advertiser like hatcheryman Schulte who pays for space in your paper to quote your own farm feature.

The Iowa Publisher

AND THE BULLETIN OF THE IOWA PRESS ASSOCIATION

VOLUME 26 — MAY · 1954 — NUMBER 5

Newspapers Should Be Beautiful

High Challenge At Convention of IPA

How to make better newspapers.

How to build better communities.

How to make the better newspapers help build the better communities.

How to make better advertising work for the better newspapers, for the better communities and for the whole human race.

These were challenges thrown out for the newspapermen of Iowa at the 39th annual convention of the Iowa Press association at the Hotel Fort Des Moines in Des Moines, May 6, 7, and 8.

"How beautiful upon the mountains are the feet of him that bringeth good tidings, that preacheth the gospel of peace," quoted Secretary-Manager Ralph Keller of the Minnesota Editorial association, at the past-president's luncheon. The modern newspaper should strive for beauty in form and function, he urged, as it guides and inspires the people of America.

"And how shall they believe in him of whom they have not heard? and how shall they hear without a preacher?" It is the function of advertising, said Don Ross of *Successful Farming*, to tell people the things they ought to know.

Duane E. Dewel of the Algona *Advance* was elected president. Other officers elected were Lloyd McCutcheon of the Sibley *Gazette-Tribune*, vice-president; J. C. Moore, Winterset *Madisonian*, secretary, and S. E. Tennant, Colfax *Tribune*, treasurer. Gordon Aasgaard of the Lake Mills *Graphic* was reelected to the board of directors and James W. Wilson of the Carroll *Daily Times-Herald* was added to the board. The remaining members of the board are Willard D. Archie, Shenandoah *Sentinel;* Leslie K. Hull, Waukon *Republican;* M. B. Crabbe, Eagle Grove *Eagle*, and John E. Feuling, New Hampton *Tribune*.

S. E. TENNANT

On rounding out 25 years as secretary of the Iowa Press association, the publisher of the Colfax Tribune *was elected treasurer at the 1954 convention, thus being placed in line of succession for the presidency. Tennant was appointed secretary in 1929 by W. G. Ray of Grinnell, then association president, to fill the vacancy left by the death of O. E. Hull. He was reelected in each succeeding year.*

Election of Tennant as treasurer rounded out 25 years of his service as recording secretary and placed him in line of succession for presidency of the association.

MASTER EDITOR-PUBLISHERS

Master editor-publisher plaques were conferred upon three Iowa editors, bringing the recipients of that honor to a total of 68. Honored at the 1954 convention were:

Will D. Allender, editor and part owner of the Chariton *Leader*.

Willard D. Archie, publisher of the Shenandoah *Evening Sentinel*.

Carl C. Caswell, publisher of the Clarinda *Herald-Journal*.

The awards were presented at the annual banquet by Prof. Kenneth R. Marvin, head of the department of technical journalism at Iowa State college.

The award to Caswell came just 20 years after a similar award to his father, the late Grant L. Caswell, while he was managing director of the Iowa Press association.

An innovation this year was the establishment of a series of awards by the Iowa Press Women to be known as the woman's grand merit award. Recipients this year were:

Jeannette B. Stein, woman's editor of the Ottumwa *Courier*.

Mrs. Carl Hogendorn, associate editor and advertising manager of the North English *Record*.

General excellence and other awards to Iowa newspapers and editors were announced at the Friday noon luncheon.

Paul C. Smith of the *Lyon County Reporter* of Rock Rapids was endorsed by the association for selection as director of the National Editorial association for the sixth district.

(Turn to next page)

This would put him in line for the presidency of the national association.

Editors assembled in large numbers Thursday evening for the annual stag dinner as guests of the Western Newspaper union and the U.S. Brewers foundation. A new feature this year was the Thursday night ladies' dinner, at which hosts were the Butler Paper company, *Register* and *Tribune*, Samuel Bingham Son Manufacturing company, Capitol Printing Ink company, Ludlow Typograph company and Mergenthaler corporation. There were 104 women at this dinner. The IPA open house followed.

The Greater Des Moines committee entertained at the traditional annual banquet Friday evening. The master editor-publisher plaques were awarded and the speaker was Vince di Francesca, head football coach at Iowa State college, who described the pleasures and problems of starting at the bottom of the conference in a new season at a new school.

President John R. Burrows of Belle Plaine presided at the convention sessions and Duane E. Dewel of Algona was convention director.

Opening Session

In opening the convention, President Burrows gave his annual report, recounting some of the services, both state and national, which the association and its officers had been able to give the press. This report is presented on another page.

The report of the necrology committee was presented, as recounted elsewhere in this issue.

Reporting for the student loan fund committee, James Wilson of Carroll said $5,663 had been paid into the fund for use of students at the Linotype school at the State University of Iowa, and that many editors had used their classified columns to interest students in this course. As a result the school had operated to capacity. Twenty loans have been made, ranging from $50 to $525. Nine of these have been repaid in full and ten are being paid. Fifteen of the students are still in the profession. There is now available $2,620.21 for additional loans.

Other members of the loan fund committee are Lew Kimer of the Indianola *Record-Herald* and *Tribune* and Richard Beckman of the Knoxville *Journal*.

The report of the nominating committee was presented by Harold V. Ellis of the Marengo *Pioneer-Republican*, other members of the committee being Leon S. Barnes of the Northwood *Anchor* and G. E. Whitehead of the Perry *Daily Chief*.

In discussing "The Cow and You", Howard Watters of Danville, president of the Iowa Dairy commission, spoke of the advantages of reciprocal trade agreements and the necessity for gradual reduction of the tariff.

In introducing a panel on fire insurance, President Burrows mentioned the disastrous fires of a year ago at the West Des Moines *Express* and the Harlan *Tribune*, and the fire which recently wiped out the Elma *New Era*. Panel experts were A. Wayne Mackaman of the Jester and Sons agency, Ray Murphy, Jr. of the Max Holmes agency and George Whitmer, manager of the Iowa Inspection bureau.

Most important, it was urged, is to establish values before the fire. Also each publisher was advised to talk to a neighboring publisher on plans for assistance in case of fire. Then the insurance man should be called in and all this information given him. This will help to determine the kind of coverage required, including an extra expense policy, a business interruption policy, etc.

The basis of rates, Whitmer pointed out, is determined by the community and by the property owner. The Community determines how much fire protection will be provided and the property owner, by the type of construction and installation he employs, determines the risk. The free advisory service of the Iowa Inspection bureau is available to the publisher, to the city council, to the chamber of commerce and other agencies.

Considerable interest was expressed in a reporting form policy which would provide protection for varying amounts of work in progress in the shop month by month. Interest was expressed also in co-insurance, by which the insured gains an advantage of rate by carrying insurance in an agreed ratio to property valuation.

Past Presidents' Luncheon

"Beautiful Upon the Mountains" was the topic of Secretary-Manager Ralph Keller of the Minnesota Editorial association at the past-president's luncheon Friday noon.

"How beautiful upon the mountains are the feet of him that bringeth good tidings, that publisheth the gospel of peace," he quoted from Isaiah. That, he said, should be the newspaper.

Is the influence of the press, he asked, as great and as good as it could be? Do we report sermons, lectures, library activities, agriculture? How thorough, unbiased and courageous is our news coverage? In pictures, are we doing with the camera and our imagination what TV and facsimile are doing?

How about typography? How long since you made any serious effort to improve the appearance of your paper?

In advertising, are we selling goods or merely selling space? Do we screen the users of our space? Do we dress up our legals?

In dealing with our help, do we treat the human factor cavalierly? What have you done to make any employee glad he works for you? What have you done to make any high school boy or girl want to be a newspaperman or newspaperwoman?

How about editorials? None of us lacks causes. We lack courage and guts. And don't bury the editorial under a typographical bush.

As to news, the papers must print what they find. The newspaper is a mirror and must give a true reflection. Therefore, we must write even about the nauseating and the unlovely. No more than a human being can get along without a mirror can our civilization succeed without the free press.

America's free press is the key to our phenomenal leadership. The newspapers have instilled among our people a magnificent mutual confidence that is unequaled anywhere else in the world. Because we are led and enlightened and inspired by a free press we are able to lead and enlighten and inspire the world.

(*More convention on page 6*)

PAST PRESIDENTS of the Iowa Press association were at the head table at the past presidents' luncheon at the Des Moines convention.

Top row (left to right): Leslie G. Moeller, director, school of journalism, State University of Iowa; Harold V. Ellis, Marengo Pioneer-Republican; *Larry B. Watt, Grinnell* Herald-Register; *W. C. Jarnagin, Storm Lake* Pilot-Tribune; *Carl Sexauer, Ogden* Reporter; *Paul C. Smith, Rock Rapids* Reporter. *Leon S. Barnes, Northwood* Anchor, *is not shown.*

Second row (left to right): Tom W. Purcell, Hampton Chronicle; *J. G. Lucas, Madrid* Register-News; *G. E. Whitehead, Perry* Chief; *James W. McCutcheon, Mount Vernon* Hawkeye-Record.

Bottom row (left to right): Kenneth F. Baldridge, Bloomfield newspapers; Charles H. J. Mitchell, Brookings (S. D.) Register; *Don R. Berry, Indianola* Record-Herald *and* Tribune; *Lester G. Benz, State University of Iowa school of journalism; J. M. Beck, Centerville* Iowegian.

SEMI- AND TWIN WEEKLY CLINIC panel members sounding off in the Ranch room are (left to right) Jack DeGard, Denison newspapers; Tom Powell, Anamosa newspapers; Dayt Merriman, Clear Lake newspapers; Fred Morain (chairman), Jefferson newspapers; Bob Melvold, Maquoketa newspapers.

THE LARGE WEEKLY PANEL, in the South Ballroom, consists of (left to right) C. D. Elling, Garner Leader; *Paul Gauthier, Corning* Free Press *(chairman); William Lindsay, Leon* Journal; *Ken Sidey, Greenfield* Free Press.

Semi- and Twin Weeklies

Discussing social security for employees, Jack DeGard of the Denison newspapers said his newspaper gives sick leave at the discretion of the employer. Robert Melvold of the Maquoketa newspapers said his paper pays the Blue Cross and Shield fees for the individual or family policies. Thus far he has found such payments not taxable for the firm or the policy beneficiaries.

All newspapers give one week or more of paid vacation, half give two weeks or more. One newspaper gives two weeks paid vacation plus what amounts to an extra week during the year through Fridays off on rotation. These are "fishing days."

One-third give sick leave with pay in addition to vacation. Several reported informal special arrangements for giving disability pay at the discretion of the employer.

In regard to the changes on third class mail regulations, three or four said the use of "householder" mailings had lost them business. Many said local merchants were suffering from "foreign" promotion. It was suggested that it is unfair to discriminate by raising one class of costs and lowering another.

Also it was pointed out that from the standpoint of the post office as a business, the householder mailings are advantageous because they increase revenue in relation to cost of service. Many large business interests want the householder mailings and will fight to retain the ruling. Newspapers were encouraged to do missionary work among merchants to obtain help in the fight against householder mailings.

In connection with shoppers guide competition, a case was recited in which a test grocery ad with special bargains was placed by arrangement in a shopper but not in the newspaper. It was a coupon ad and just four of them turned up.

Thomas B. Powell, Jr. of the Anamosa newspapers said they publish their own shopper of ads. It has four standard pages, is called a supplement to the newspaper, and is distributed to about 900 area non-subscribers at a production cost of $30.

It is distributed about once a month at unscheduled and unannounced times. Powell said it is better to refer to this as a supplement and to use the standard format because people will say they saw the ads in the paper rather than in a shopper.

Melvold said that when he bought the *Sentinel* and took over some of the equipment, his shop was messy and inefficient. He hired Henry Africa as consultant. Africa spent the day inspecting the plant, later sent back drawings and a long written statement. They followed his counsel and decided the money was well spent. Melvold said there was a "very substantial improvement in man-hour production."

Large Weekly Clinic

Publishers of large weeklies "talked shop" at their sectional meeting held Friday afternoon. Problems of mutual interest were discussed.

Paul Gauthier of the Corning *Adams County Free Press* served as panel chairman and presented topics for discussion taken from a list of problems submitted by large weekly publishers from throughout the state.

Other panel members were Ken Sidey of the Greenfield *Adair County Free Press,* William Lindsay of the Leon *Journal,* and C. D. Elling of the Garner *Leader.*

Among subjects discussed were: the use of offset in commercial printing; the newspaper's fight against

SMALL WEEKLY PANEL members, in the Grand Ballroom, are (left to right) Burton Hood, Massena News; *Stewart Bell, Lone Tree* Reporter; *Dan J. P. Ryan, Parkersburg* Eclipse *(chairman); Marvin Brown, Ellsworth* News; *Al Disrud, Monroe* Mirror.

shopper competition; cutting costs in the back shop; increasing advertising rates, and a study of subscription rates.

Small Weekly Clinic

The panel for small weekly newspapers was conducted by Dan J. P. Ryan, Parkersburg *Eclipse;* Marvin Brown, Ellsworth *News;* Burton Hood, Massena *News;* Stewart Bell, Lone Tree *Reporter,* and Al Disrud, Monroe *Mirror.*

Disrud pointed out that although the small town may not be able to compete with a larger newspaper, it can pull job work from the big town. He said he bought a Kluge but used the Miehle vertical and now disregards the Kluge. He said every town does as its own job trade dictates.

Brown reported on the ownership and use of a mimeograph in his shop. He said this helped to control the use and demand in town for that kind of work.

As a promotion device Hood described the use of a good-will page devoted to the good of the town, promoting street improvement, athletic teams and such projects as the regulation of solicitors.

In discriminating between promotion and paid advertising, the formula of "When you charge we charge" was recommended.

Discussion indicated that there was no alarm over the possible increased use of third class mail by merchants.

Frequency and volume discounts on advertising rates were favored.

Daily Newspapers

A national advertising rate identical with the local open rate is worth consideration, Herbert Tschudy, manager of the Iowa Daily Press association, told some 25 publishers and editors at the daily newspaper clinic held during the Iowa Press association convention.

FOR DAILY NEWSPAPERS, leaders of the panel discussion, in the North room are (left to right) Ralph Shannon, Washington Evening Journal; *Willard D. Archie, Shenandoah* Evening Sentinel; *Joe Hladky, Cedar Rapids* Gazette, *president of the Iowa Daily Press association.*

The matter came to the attention of the clinic when Ralph Shannon of the Washington *Journal* said that the *Daily Times-Herald* at Carroll had recently adopted such a schedule.

"I believe that identical rates such as this would materially strengthen our selling to national advertisers," Tschudy told the daily men.

While newspaper circulation is still going up in television communities, it was the belief of J. F. Hladky, co-publisher of the Cedar Rapids *Gazette,* that television is getting advertising accounts of which newspapers haven't thought. Some of these accounts, the newspaper fails to call on diligently enough, he thought, and is not selling hard enough. It was his belief also that newspapers are missing a lot of cooperative money.

Don Reid, Iowa Press association managing director, spoke to the gathering briefly, and praised both dailies and weeklies for cooperation in working on legislative matters affecting newspapers.

Shannon said that a graduated wage scale based on time of service, and providing for automatic advancement every six months, would be desirable today. He urged that publishers keep in closer touch with the individuals in their organizations.

We need to know what their situation is, what their ambitions are, what their home is like, in fact to know them better in every way, he declared. It is to the advantage of all of us to know one another better, he concluded.

In describing the launching and publication of *The Iowan* magazine at Shenandoah, Willard Archie, publisher of the *Sentinel* in that city, said that there had been a wide and enthusiastic reader acceptance of the magazine that had proved surprising to its publishers.

(*More convention on page 8*)

39th Annual Meeting Held in Des Moines

(*Continued from page 7*)

Legal Publications

In his annual clinic on legal publication laws, State Printer Sherman Needham found that many city clerks and secretaries of school boards still are not convinced that it is a misdemeanor for them to fail to publish reports of their proceedings. He pointed out that these reports must be itemized. Of about 15 persons attending the clinic no one had published a report of the county home, which also is required by law. He pointed out that editors as well as county officials should read the compilation of publication laws which is obtainable without charge from the state printer.

Closing Session

Iowa has lost one million in population since 1900, said John Hamilton, industrial promotion director for the Iowa development commission, at the session Saturday morning. These people have moved away, he said, because they did not have job opportunities.

"A Factory Payroll for Your Community," was his topic. The per capita income of a county, he stated, is directly affected by industry. The seeking of new industry is good business in each community.

Iowa has 25 percent of the grade A farm land in the country, but whereas in 1900 it required 34 percent of the population to operate the farms, now it requires only 12 percent.

To obtain new industries, he advised, a good, active industrial committee should be organized. It should list the assets of the community in schools and churches, should make a community industrial survey, should obtain options on sites, should keep control of prices.

Albert Lea, Minn., was cited as a city which has obtained 30 new industries in the last 10 years.

Iowa has obtained nearly 900 new industries since 1945. He said 69 percent of new plant expansion in the country this year will be in the midwest, and 33 percent in the midwestern area west of the Mississippi river. An outline for a community industrial development survey is obtainable from the United States Chamber of Commerce.

FOUR PRESS ASSOCIATION MANAGERS who attended the Des Moines convention are shown in a huddle over the morning paper after Saturday morning's breakfast. Left to right: Ralph W. Keller, secretary-manager, Minnesota Editorial association; Don J. Reid, managing director, Iowa Press association; Homer J. Givens, secretary-manager, South Dakota Press association; William A. Bray, manager, Missouri Press association.

DEMONSTRATES ADVERTISING

Don Ross of *Successful Farming* demonstrated how advertising can be sold by a visual presentation before a group. Using such devices this company sold $30,000,000 worth of advertising last year. The Meredith Publishing company, he said, is the third largest magazine publishing company in America, and its plant is the largest magazine publishing plant in the world under one roof.

To do group selling depends on eye appeal, with the use of illustrations. Using a large portfolio of charts and graphs, he showed how the existence of the human race depends on the farmer; the farmer is producing more food on the same land because he has kept pace with industry; farming is the biggest business in America; 39 percent of the farmers are in the upper Mississippi valley; the midwestern farmer will be required to feed his own family and 75 other persons by the year 1975; all members of the farm family are partners; the farmer wants to retire on the farm. The way to reach this farm market is through *Successful Farming*.

Ross suggested that similar presentations could be made on behalf of newspaper advertising.

"Osceola Ads Went to School" was a presentation by A. F. "Casey" Canavan of Osceola newspapers, and Hunt Davis, manager of the Robinson stores of Osceola. These stores include a drugstore, a ready-to-wear store and a hardware and variety store. Every Monday morning at a staff meeting, the staff decides:

1. What items shall be advertised, and where they shall be placed in the ad and how displayed.

2. How these items shall be displayed in the windows.

3. How these items shall be displayed on the floor.

The company concentrates on repeat items which it knows will produce business. The advertising uses terminology that the customers use. The next Monday the advertising is graded as to its results. Davis suggested that in planning an advertising approach, the salesmen start with an idea and not with a proposal for the number of inches in the ad.

Director Leslie G. Moeller of the school of journalism at the State University of Iowa pointed out the help that could be given to fellow publishers by filling out questionnaires issued by the Bureau of Media Service, even if filled out only in part.

Journalism school enrollments, he said, are going down faster than general university enrollments. He urged publishers to work hard with high school journalism, to promulgate the idea that life in the smaller community is worth while. An outline of a talk on careers in journalism is available from the university. He urged each publisher to talk every year to at least five prospective journalists.

NATIONAL ORGANIZATIONS

"Your Stake in WNR and NEA" was discussed by Paul Smith of the

Rock Rapids *Reporter,* vice-president of Weekly Newspaper Representatives and Iowa chairman for the National Editorial association.

When WNR was organized by the National Editorial association, he said, it took over a deficit of $120,000 from former management. Of this, $50,000 has been cleared, and it is expected that the remainder will be wiped out in the next three months. Two more salesmen are being put on. For the enterprise to succeed, cooperation of publishers generally will be required.

The NEA, Smith pointed out, brings all the publishers together annually. It provides them a Washington office, the National Publisher, contests, a Chicago office, an insurance program, bookkeeping service, the annual conventions. Not many years ago, he said, Iowa won most of the contests. Other states now are getting the idea.

Endorsement of Paul Smith as NEA director for district No. 6 was voted unanimously by the convention after this report.

Wilson Gets Pulitzer Prize For White Case Reporting

Richard L. Wilson, Washington correspondent of the Des Moines *Register* and *Tribune,* received the Pulitzer prize for national reporting May 3 for his exclusive publication of the FBI report to the White House in the Harry Dexter White case.

Wilson was honored April 13 for his stories on the case when Sigma Delta Chi, professional journalism fraternity, presented him its annual award for Washington reporting. The fraternity also awarded Gordon Gammack, columnist for the Des Moines *Tribune* and *Sunday Register,* for his radio interviews with POWs during the prisoner exchange in Korea.

Look magazine, of which Gardner Cowles is publisher, also received an award from the fraternity at that time. Cowles is president of the Register and Tribune company.

Moody First Citizen

Clarence W. Moody, 61, editor and publisher of the Burlington *Hawk-Eye Gazette,* was named "Burlington Citizen Number One" at the annual American Business Club's "Citizen Number One" dinner in March.

Algona Publisher

Duane Dewel New President Of Iowa Press Association

Duane E. Dewel, co-publisher of the *Kossuth County Advance,* was elected president of the Iowa Press association at the 1954 convention in Des Moines May 6, 7 and 8.

Dewel was born March 6, 1901 at Burt, Iowa, and moved to Algona soon afterward. He attended the public schools, and was graduated from

DUANE E. DEWEL

Algona high school. After two years at the State University of Iowa, he transferred to the University of Missouri and was graduated from the school of journalism in 1924.

Since that time he has been associated with his father, William C. Dewel, in the publication of the *Advance,* now in its 53rd year. The elder Dewel was winner of the Iowa master-editor publisher award in 1940.

For several years Duane E. Dewel was the secretary of the Algona chamber of commerce; he was also chairman of the Kossuth county draft board for a time. He served as Lt. Governor of the Iowa-Nebraska district of Kiwanis in 1941 and again in 1942, when the governor-elect was called into service.

He was a member of the State Senate from 1944 to 1948, and has been a member of the board of directors of the Iowa Press association since 1947. He is a former president of the Press Columnists of Iowa.

Dewel is well known for his two *Advance* columns — "Hodgepodge" and "The Old Goat." He recently compiled excerpts from these columns in a booklet titled "The Mouse Roars Twice."

He has a daughter and son.

Patty Johnson's Column Used in National Magazine

The "I Was Just Thinking" column by Patty Johnson, women's editor of the Waterloo *Daily Courier,* has been syndicated by *Family Weekly,* Sunday supplement magazine published in New York City.

Courier managing editor Gene Thorne writes:

Patty Johnson, our women's editor, started a once-a-week column last fall which we used on our feature page. Leonard Davidow, who recently took over *Family Weekly,* saw it and was interested.

He looked at the columns prepared for the next 14 weeks and signed Patty to a year's contract, with option to renew. We have since purchased the magazine for the *Courier,* so now have dropped the column on Monday, when we used to carry it.

Davidow did not take over the operation of the *Family Weekly* until Feb. 28 and he has offered an improvement each week. Since he took over, circulation has gone from 625,000 to 1,000,000.

President's Annual Report

Many Duties Need Attention For Iowa Press Association

By John R. Burrows

This is President Burrows' official report for the year, as presented at the annual convention.

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This administration began just before the close of the last legislative session. There was no adverse legislation passed as far as the press of Iowa was concerned, and neither was any favorable legislation asked for by the association. A number of detrimental details were defeated or killed in committee. The credit for our efforts must be given not only to the members of the press in the house and senate but also to the legislative committee. The senate printing committee was headed by Senator Guy Lucas, and the house committee by my brother, Bob Burrows. These men worked closely together with their committees and in my opinion did an excellent job. The other newspaper members of the senate and house certainly made a great contribution to the final results.

☆ ☆ ☆

My first official act for the Iowa Press association was to represent it at the New Orleans meeting of NEA. From there a trip was made to Florida and on to Washington, D.C. There contacts were made with the Iowa delegation in congress, and the various postal rate and other subjects pertinent to the association were discussed. Then, in July at the invitation of Congressman H. R. Gross and Chairman Reece of the house committee on post office and civil service, I appeared before the committee. The issue at stake was the increase in postal rates, particularly the unbearable second class newspaper rates. This legislation was killed in committee and I hope that my appearance had some small effect on the committee.

Then last January, an invitation from the President was received to attend the White House conference on highway safety. Upon the advice of the IPA board I attended the conference session at Washington in February. While in Washington I again visited the Iowa delegation to discuss pending legislation regarding postal rates, the simplified mailing rule and the printing of corner cards on government printed envelopes.

JOHN R. BURROWS

As a result of this trip, a joint letter to Postmaster General Summerfield was prepared by Congressman LeCompte and signed by all members of the Iowa group in congress except Mr. Jensen, who was in the hospital following the shooting incident. This letter protested the rate increase, simplified mailing, and printing of corner cards on government envelopes.

☆ ☆ ☆

In Washington I could not help noting the lack of cooperation between the Republican administration and the press. The press has always been charged with supporting Republicans, yet when the press asked for support, the newspapers were let down. The Democrats had always been more considerate of them. However, I must also hasten to say that the Iowa delegation seemed most friendly to the press. Congressman H. R. Gross, representative from the Iowa third district, along with Congressman Hagen, representative from Minnesota, are two of the most outspoken men on the postal committee for the press. Congressman LeCompte is not on the postal committee, but he likewise has worked closely with them on all matters pertaining to the press.

☆ ☆ ☆

Four district conferences were held last fall, each very well attended. Then there was the fall newspaper short course held at Ames. Your president appeared in some manner on the program at each of these fine meetings. Other activities to which I was invited included various meetings such as the Iowa Good Roads association, Crusade for Freedom, Boy Scout state financial meeting, and several events at the University of Iowa. There were other invitations that it was not possible to accept. There were also four or five board of directors meetings and the fall NEA meeting in Chicago that were attended.

Efforts were also made to assist the Iowa senate and house committees to get the state printing service functioning.

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In looking to the future, it seems to me that there will be of necessity a small increase in second class postal rates. This matter will have to be watched carefully to keep it from being prohibitive. Constant attention must be given to watch further encroachment on the freedom of the press. The press of Iowa and the nation must take more interest in affairs and make their objections known or they will lose ground.

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Better cooperation with NEA and the IPA must be given. A strong press association is a must and they must meet the challenges that are constantly being made. The members should participate and back their officers. Iowa Press association is the only organization in the state working for them. Nationally, the National

Editorial association is the only organization tying the state associations together for united action. They too must have the support of newspapers and state press associations for effective work in Washington.

From an advertising standpoint, the Weekly Newspapers Representatives are in the same position, being the only national organization selling weeklies as a whole. They have had a tough time and are now functioning efficiently. However they need your support. There is a great need for unity in the advertising program of NEA.

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The Iowa Press association is now looking forward to a new legislature. At the moment the only suggested legislation would be a bill to give publicity to unfavorable state auditors' reports on various governmental bodies. The report should be published by the auditors at state expense. With this type of legislation it is felt the public would and could be better protected and served to know when things are not going right. Many times the state checkers' reports are buried and attempts are made to cover them up. It has not been definitely decided to introduce such a bill, but it is one to consider.

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This year Iowa has a man, Paul Smith of Rock Rapids, who is suggested as a candidate for the position of director of the sixth district of the National Editorial association. A movement for him has been started in other states in the area. He is a past-president of the Iowa Press association, has been active in NEA and IPA affairs for years, has been Iowa NEA chairman the past year and is at present director of WNR. I suggest that the Iowans get back of Paul for this post, which is a move to make him eventually president of NEA.

Moodys Go to Europe

Clarence W. Moody, editor and publisher of the Burlington *Hawk-Eye Gazette*, and his wife are vacationing for eight weeks in Europe. They were planning to return in mid-June.

They were to travel through England, France, Italy, Germany and other countries and he has been writing articles which have appeared daily on the newspaper's editorial page.

Children Are People; Print Their Pictures

Driving past a school. Saw a dozen seven-year-olds, in fine military brace, backs squared against the fence, facing teacher. Back of them, outside the fence, a pup. Wished I had a camera along.

Doggone, there's a lot of human interest around a schoolyard. "Bring in the calves," I remember hearing Grandma say, "and the old cows will come."

How long since you, the editor, a reporter or a photog have visited the local grade school during class (or recess) hours? Sure, it's your duty to raise unshirted hell (as George Oyler would say it) with the school board or the superintendent when they get out of line. Thorough news and picture coverage of every football game, especially if you have a winning team drawing big crowds, is admittedly top interest.

But how about the way a kid smiles (with a front tooth or two missing), or a first-grader with lace on her panties hangs by her knees on the jungle gym, or the pre-adolescent youth with unruly mop looks adoringly at his teacher, or the pony-tailed cutie across the aisle)?

If you don't think there's heart-warming human interest in those shots — or in better ones you'll stumble onto around the school yard — then don't tell me your troubles. I'm a parent myself.

How many youngsters in your circulation area? On the average, how many times a year can each of them (or their parents, grandparents, uncles and aunts) expect to see their pictures in the home-town paper? That question is a wide miss, of course. It's actually, "how many years per time," if ever. What are the odds on Johnny Jones having his picture in the paper before he graduates from high school?

To a great percentage of your subscribers, their biggest, most important, most interesting project is raising kids. Business, church, service clubs, society, sports, recreation, government all trail behind in interest. Kids are a big thing.

But are kids big news in your columns?

I remember a community paper that, starting about this time of year, sent its photographer to visit all the elementary schools. Town as well as rural. Room by room, marched the kids of each class outside, lined them up on the schoolhouse steps, and took the group picture. Gave the kids a little talk on press photography, how the picture gets into the paper. Interviewed teacher briefly — how long she'd been teaching, what the students were learning this year. Asked her if she'd write out the identifications for him if he'd send her an extra copy of the picture.

Paper ran the pictures with a little story, one or two a week all fall.

Then came the big Christmas Greeting edition. All the pictures came out of the cut file. A big write-up of what the schools were doing — individually and together — in observance of Christmas. The kids' letters to Santa Claus. The Christmas greeting ads (lots of them!) And classroom by classroom, the pictures and names of every elementary school kid in the entire area.

Every mother's son and father's daughter had his picture in the paper twice a year, at least.

Kids are wonderful people. Parents and grandparents agree on it. Any odd dissenters dare not speak up.

And another nice thing about kids: They grow up and become subscribers.—*Colorado Editor.*

MacDonald Vice-President

Kenneth MacDonald, Des Moines *Register* and *Tribune*, was elected first vice-president of the American Society of Newspaper Editors at this organization's April meeting in Washington, D. C.

Iowa Publisher Editorials

New Office for Tennant Stirs Thoughts of Past

Two recording secretaries spanned the life of the Iowa Press association in its first 39 years – O. E. Hull of the Leon *Reporter* from 1915 until his death in 1929, and S. E. Tennant of the Colfax *Tribune* from 1929 until 1954. It was a pleasure to see the association say "well done" to Mr. Tennant at the recent convention and place him in the line of promotion that leads to the presidency.

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It is impressive to note the long line of preparation required for the president of the Iowa Press association. He serves six years as a director, one year as treasurer and one as vice-president. Then in the ninth year he becomes president. Thus he is completely familiar with the affairs of the organization and the way they are run. This in no small measure explains the success of the organization and the harmony which prevails within it.

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Another factor, of course, is the managing director. In this office also the life of the association has been almost completely spanned by two persons. Grant L. Caswell took the position only a few months after the association was established, and Don Reid, present managing director, was his successor. Reid was away on leave during the war and I. C. Kartack was acting manager.

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Another priceless ingredient in the association's success is the excellence of the Iowa newspapers themselves, which grows out of the fine qualities of the editors and publishers who make them. Ralph Keller of the Minnesota Editorial association, speaking at the recent convention, challenged the editors to make their feet "beautiful upon the mountains" as bearers of good tidings, and they knew just what he meant. Topographically they'll have to settle for rolling green hills, but typographically they're all for it, and ideally they're tops.

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The first Iowa Press association convention I ever attended was the one held in Cedar Rapids in 1932. Fred Lazell, professor at the State University of Iowa, took me in tow. That was the year the first master editor-publisher plaques were given, in an impressive ceremony. Frank Luther Mott made the presentations.

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The first Iowa Press association president with whom I came in contact as editor of *The Iowa Publisher* was Victor H. Lovejoy of the Jefferson *Bee*. He was a grand man and contributed a good "president's page" each month to the *Publisher*. He had a sense of balance, too. At the annual convention in 1934, when delegates straggled into the morning session half an hour late, he told them the president's address had been delivered.

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Lovejoy's editorial chair in Jefferson is now ably filled by Fred Morain. Morain was in one of my earliest photography classes at the University – not that he was a journalism student; he took a law degree. But he was helping put out the student yearbook, and he evidently never got really out of touch with publishing. His legal mind showed up in his masterful chairmanship of the twin weekly panel at the recent convention.

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Bill Ferguson, publisher of the Glidden *Graphic*, was in some of my classes back in the 30's. Later on he came back to the University and got a master's degree in education and became a school superintendent, but now he is happily back in the newspaper business.

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The old prof is gratified to see the increasing number of his former students in editorial offices and publishing ownerships. To try listing their names would be to undertake a roll call that could not be completed. He would be quick to disclaim credit for their successes but is happy to have been a part of their experience. This attitude toward teaching is held by Dr. Mott, as he explained to a meeting of journalism alumni on the eve of the convention.

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Ralph Overholser of Red Oak was a journalism alumnus but my acquaintance with him began after he became president of the Iowa Press association. His administration was loaded with duties growing out of the National Recovery Act. Wage code regulations were piled layer upon layer until everyone was swamped with paper work. Kenneth Baldridge was first vice-president of the National Editorial association at the same time. These men put in hundreds of hours of arduous and somewhat thankless service before the whole experiment was declared unconstitutional.

☆ ☆ ☆

My duties as editor of *The Iowa Publisher* have brought me into contact with almost the whole succession of IPA presidents since those days, and I am honored to count them among my most valued friends.

—E.F.M.

The Iowa Publisher

And the Bulletin of the Iowa Press Association

Published monthly at Iowa City, Iowa, by the State University of Iowa School of Journalism

Edward F. Mason, Editor
Patrick A. McGehee, Assistant Editor
Ellis H. Newsome, Advertising Director
Harry Ainsworth, Advertising Assistant

Associate Editors: Don J. Reid, manager of the Iowa Press Association; Duane E. Dewel, Algona Advance, president of the Iowa Press Association.

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Pay: "Nice Job"

Members Are "On Duty" As Association Advances

By Duane E. Dewel

President, Iowa Press Association

There's one thing certain about being president of the Iowa Press association – there isn't much future to the job.

The tenure everyone is otherwise so greatly concerned about is nil – one year, and goodbye, kid. The pay, and it has always been plenty, is what was said Saturday to John Burrows – "Nice job."

Probably everyone reaching the post realized rather rapidly that it isn't the future – it's the past that counts, and when the new man takes over a year hence a "nice job" is the only thing a president can take with him when he goes.

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Saturday noon following each convention the new president takes over at a board dinner and business meeting, and the convention president then becomes the new "advisory" member of the board.

It's a tradition that the out-going "advisory" member attend that dinner – a kind of "last supper" or the "condemned ate a hearty meal."

Then as the boys push away from the table it's time for him to go.

It happened again this last Saturday. Ralph Shannon, who began service ten years ago for the Iowa Press association rose, and as only Ralph can do, said a few words and quietly stole away.

There was no hand shaking, no pats on the back, no words other than his. Everyone seemed busy contemplating an empty plate.

It was quiet in the room for quite a spell after he left.

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It's a fine thing too. It's not so fine maybe for the fellow who has to get up, say a few words, then turn his back, and quietly close the door and leave an empty chair.

But it's a fine thing for the new man – it tells him rather plainly he has a job – that there are only 12 months in the year – that there isn't any future to the job – only a past!

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It also emphasized that the Iowa Press association goes on and on – and the fellow who happens to be called president is not the big shot he may seem, but rather one who has the "duty" as they say in the navy.

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That was quite a row of past presidents at the noon dinner Friday. There were publishers of big papers, dailies, medium-sized papers and small papers up there. From looking at them you couldn't tell which – and it doesn't matter anyway, for the big paperman always knows there's one bigger in size – and a small paper that serves its community is much bigger than a big paper that doesn't serve its community.

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The convention ran smoothly, and John Burrows and Don Reid did a nice job with it. Wives of publishers particularly seemed to like the dinner Thursday evening. Heretofore the old man checks in, and runs for the WNU party leaving the little woman as a stranger in a hotel room to look after herself. This year the women had a chance to get together without the old goats bothering them and become acquainted with each other.

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Probably the most dismal place in the world is a convention hotel when the convention has adjourned. The halls and lobby that once teemed with friends are deserted. The chairs are empty. No one cares who you are.

Then's probably when every man who ever became president of Iowa Press association said to himself: "Little man, wherefore art thou here?" And probably they too were a bit scared.

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That's when you realize a few things – that there is no future in the job – only a past.

And you hope that two years hence, when you partake of that last supper, push back your chair, and quietly close the door behind you – that the room will be quiet for just a little while.

Journalism Scholarship

The Summit Publishing company, which publishes the Forest City *Summit*, has given its first journalism scholarship to Roger McMullin of Hanlontown. He is to attend Waldorf college.

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FAIRCHILD
SCAN-A-GRAVER

Plaques of Honor

Three New Master Editors Bring Total Now to 68

Three names were added to the roster of Iowa master editor-publishers at the annual convention of the Iowa Press association in Des Moines May 6, 7 and 8, bringing the total of recipients of this honor to 68. The custom of making these awards was started in 1932.

Recipients this year were:

William D. Allender, editor and part owner of the Chariton *Leader*.

Willard D. Archie, publisher of the Shenandoah *Evening Sentinel*.

Carl C. Caswell, publisher of the Clarinda *Herald-Journal*.

Presenting the plaques at the banquet was Prof. Kenneth R. Marvin, head of the department of technical journalism at Iowa State college.

Each plaque bears an engraved plate, stating that the recipient "has worked hard, lived honorably, thought soundly, influenced unselfishly and is thus entitled to highest honor in his profession."

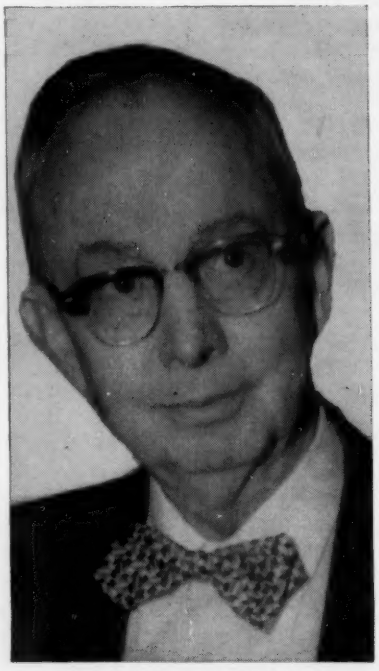
☆ ☆ ☆

William D. Allender

William D. Allender was born in Bloomfield April 9, 1883. His newspaper career started in 1907 and from 1913 to 1920 he was the partner of Kenneth F. Baldridge in publishing the Bloomfield *Democrat*. In 1920 these two purchased the Chariton *Leader* and Allender has been editor since then. He was married in 1922.

In 1928 the Chariton *Leader* and the Chariton *Herald-Patriot* were formed into twin weeklies with Allender as manager. The following year he became associated with the group which publishes newspapers at Chariton, Albia and Bloomfield. He has served in various official capacities with this group in addition to being manager of the Chariton office.

Allender has been on several National Editorial association committees while having an active local newspaper career. Also he has been affiliated with Chariton civic organizations. He was secretary of the chamber of commerce, a city councilman and is now a member of the



WILLIAM D. ALLENDER

Lucas county Salvation Army committee.

He is a Royal Arch Mason and belongs to the Rotary club and the Presbyterian church.

☆ ☆ ☆

Willard D. Archie

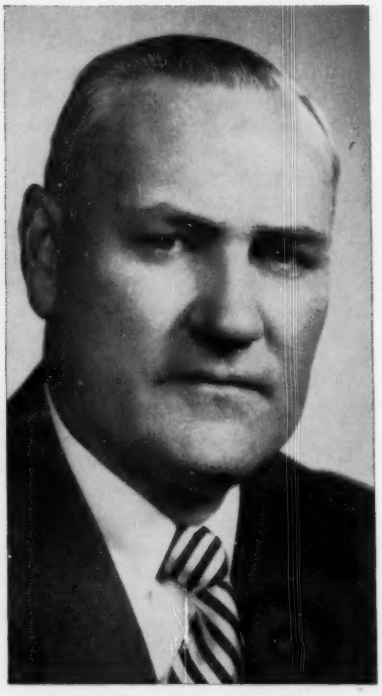
Willard David Archie was born in Graniteville (Mo.) July 13, 1895. His father was killed in a train accident when Willard was a child and his mother raised the four children.

He grew up in Corning and was graduated from high school there. At the age of 12 he had worked for the *Adams County Free Press* and in high school he spent one day a week getting out the Nodaway Valley *News*, doing everything from setting type to printing and mailing.

After two years at Simpson college, in 1917 he served 19 months in the army field artillery. Returning from France, he homesteaded in Wyoming. Then he worked briefly for the Shenandoah *World* before going back to Corning to be publisher and part owner of the *Free Press*. In 1922 he married Estelle Esden of Sidney.

In the early thirties he was on the Iowa State Highway commission for four years. In World War II he returned to military service for three and one half years in the military police at Ft. Douglas (Utah) as provost marshal for the ninth service command. He is a lieutenant colonel in the reserves.

In 1935 Archie bought the *Evening Sentinel* which he now publishes. He writes for it a personal column, "Along the Banks of the Nishna." He also publishes the *Iowan* magazine, in its second year, with offices in the



WILLARD D. ARCHIE

Sentinel building. For about one year he owned the Hamburg *Reporter*.

Archie was a delegate to the Republican national convention in 1940 and headed the Iowa Wilkie club

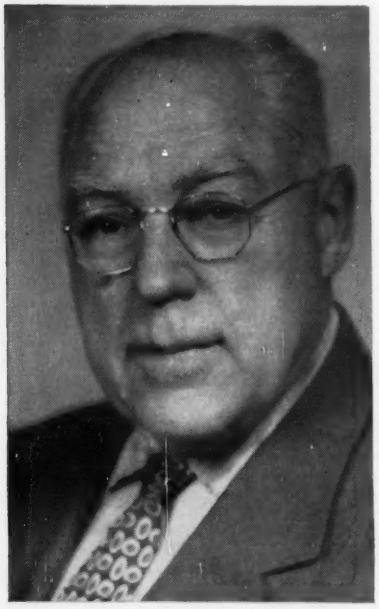
during that campaign.

He has served on soil conservation committees and promoted soil conservation legislation. He is in the Amvets, Elks club, and the Masonic lodge, has been president of the Chamber of Commerce and is a Presbyterian.

☆ ☆ ☆

Carl C. Caswell

Carl C. Caswell, 62, co-publisher of the Clarinda *Herald-Journal*, was born at Sibley March 2, 1892, the son of Grant L. and Evalina Clark Caswell. His father was an organizer



CARL C. CASWELL

of the Iowa Press association and managing director for 22 years.

Carl C. Caswell was educated in the Denison public schools and was in the class of 1915 at the State University of Iowa. In his youth, he started hobbies in art, photography and ventriloquism for which he is known throughout Iowa.

Following his education, Caswell was associated with his father on the Denison *Bulletin* until 1918 when he operated an art studio in Minneapolis for a year before his employment by the bureau of engraving for a year.

Returning to newspaper work, he was associated with the Cherokee *Chief* until 1927, remaining there a year after its merger with the Cherokee *Daily Times*. Caswell then became interested in the growing business of flying and served as advertising manager of the Braley School of Flying at Wichita (Kans.) from 1928 to 1930. At that time he and his father bought the Clarinda *Journal*, consolidating it with the Clarinda *Herald* published by the late P. B. Woolson.

Active in community affairs, he is a past president of the Clarinda Kiwanis club and chamber of commerce and of the Nebraska-Iowa Press association.

Caswell integrated his art ability into his newspaper and the resulting cartoons have wide reader appeal. In line with this work, he is one of those instrumental in bringing the photoengraving process to small newspapers.

Kelly Appointed Director At Buena Vista College

Donald A. Kelly, an M.A. graduate in journalism from the State University of Iowa, takes over as public relations director at Buena Vista college July 1. He has been with the bureau of public relations and information service at Iowa State Teachers college since 1951.

Kelly received the Sigma Delta Chi award for maintaining a high scholastic average in all college work and the fraternity's citation for being the outstanding male graduate in journalism at the university.

Journalism Students Edit Marion Paper

Seven State University of Iowa students from the school of journalism spent one week editing and publishing the April 29 Marion *Sentinel*. Publisher Ralph Young and the school of journalism sponsored this field trip, which was under direction of Lester G. Benz, head of the community journalism sequence at the school of journalism.

Participating in the recent field trip were: John R. Meyer, Iowa City, editor; Carter A. Pitts, Le Mars, assistant editor; Patricia Heefner, Milo, feature editor; Grace Kaminkowitz, New York, N.Y., news editor; Alan Cramer, Wayne, Neb., advertising manager; Ed Mullahey, Des Moines, assistant advertising manager, and Al Abbott, Osceola, advertising salesman and photographer.

On the annual field trip, students in community journalism put out one edition of a weekly newspaper. Among their general tasks are gathering and editing news, selling advertising, making layouts and taking pictures.

In 1952 community journalism students worked on the Anamosa *Eureka*, in 1953, on the Independence *Bulletin-Journal*. The field trip has been held for many years in cooperation with Iowa weekly newspaper publishers.

Grand Merit Awards

Two Iowa Women Honored For Contribution to Press

A new award founded and sponsored by the Iowa Press Women was bestowed upon Jeannette Stein, Ottumwa *Courier,* and Mrs. Carl Hogendorn, North English *Record,* at the IPA Des Moines convention May 7.

The first annual "Woman's Grand Merit Award" in journalism was given to these two after they were nominated by Iowa editors and publishers for outstanding contribution to the profession of journalism, with emphasis on "capability, character and citizenship."

Mrs. Willis Vanderburg, IPW president, said the award is for the purpose of promoting the highest ideals of American journalism.

On the award committee were: Mrs. Arthur E. Olson, Story City; Mrs. Lloyd Heins, Redfield, and Mrs. Willis Vanderburg, Shell Rock. IPA managing director Don Reid assisted the committee.

JEANNETTE B. STEIN

Jeannette B. Stein

Jeannette B. Stein, woman's editor of the Ottumwa *Courier,* was born in Ottumwa in 1905 of the late Lee Steins. She was educated in the public schools there and was graduated from Clinton high school in 1923.

She attended the State University of Iowa, majoring in journalism, and also has taken extension courses in creative writing.

During the war she was an office deputy collector of internal revenue with the Internal Revenue department's Ottumwa office. She has been woman's editor of the *Courier* since 1946.

Miss Stein has published stories and articles in: *Christian Herald; Today's Woman; Junior Catholic Messenger, Daily News* and McClure syndicates, *Christian Science Monitor* and other newspapers and small magazines.

She has won first place in the Iowa Press Women contests in the following categories and years:

Woman's department in a daily newspaper – 1947, 1949, 1953, 1954.

Column in a daily newspaper – 1949, 1954.

Features in a daily newspaper – 1947, 1948, 1954.

Features in magazines – 1947, 1948.

News story in a daily newspaper – 1951.

Publicity article in a daily newspaper – 1952.

Special edition edited by an IPW member – 1954.

Miss Stein was a member of the Ottumwa Y.W.C.A. board six years and served on the American Home Finding association board four years. Her hobbies are reading, writing and collecting bookplates.

MRS. CARL HOGENDORN

Mrs. Carl Hogendorn

Mrs. Carl Hogendorn is associate editor and advertising manager of the North English *Record.* She was born Bertilla Driscoll of the late D. M. Driscolls of Williamsburg. She was valedictorian of the Williamsburg class of '30 and was graduated from Ottumwa Heights college, teaching school several years before marriage.

Her full-time newspaper career started in 1944 when she went to work on her husband's paper because of the shortage of help. She had been correspondent for the Ottumwa *Courier* since 1939 and had written articles for the Des Moines *Sunday Register's* magazine section. She has been correspondent for the *Register* and feature writer for the Cedar Rapids *Gazette.*

Five years ago she joined Iowa Press Women and has been awarded first places by this group in: news story in a weekly; special edition of a newspaper edited by an IPW member; interview article in a newspaper; picture in a magazine; display advertising in a magazine, and display advertising in a newspaper. From these she placed first and second in national competition in display advertising in a magazine and newspaper.

In 1953 she was one of three Iowa Press Women cited for Versatility as Journalists.

Besides her duties as mother of eight children, she has aided in church work, community projects and civic enterprises. She has been president of the Junior Federated club, Study club and Altar society. She was Junior Red Cross chairman for

several years, has assisted with CROP, USO and Cancer drives.

As public relations and press chairman for the Davenport Diocesan Council of Catholic Women, she edits and publishes a bi-monthly bulletin.

She is co-chairman on advertising and a member of the publicity committee for North English Centennial Days to be Aug. 6, 7 and 8.

She has appeared on newspaper panels and has lectured on publication of the weekly newspaper to high school journalism students, farm bureau groups and others.

Her main hobby, contesting, has won her many merchandise and cash awards. Reading, another hobby, resulted in her winning of a book review contest of a Davenport newspaper.

When her husband, Carl, was named Most Worthy Citizen in southeast Iowa in 1950, they went to Chicago for a week as guests of the Oskaloosa chamber of commerce and the "Welcome Travelers" radio show.

The Hogendorns' aim is to raise a houseful of youngsters on printer's ink. Terry, 17, Jo Rae, 16, and Harwood, 14 – all in high school – and Marsha, 13, Denise, 9, and Leslie, 7, are in a program of on-the-job training. Honore, 4, and Kristyn, 2, will get their turns.

Pictures Need Words

The more you use pictures in the newspaper the more uses you find for them. To begin with, probably, you think of pictures primarily as making the paper look better. They certainly do that. They also make the paper more interesting.

Perhaps it takes a while to realize that pictures also help tell the stories. They show what people look like, and they show what is going on. Sometimes they show why or how the thing happened, or where. If a picture does not give information along at least one of these lines it does not have much claim for being in the paper.

Sometimes a picture can be used even as an editorial. A photograph of a row of empty chairs taken at a city council meeting was the best possible persuader that people ought to take more interest in municipal affairs.

If television carries any threat to the newspapers, it lies in the fact that pictures can carry information and ideas to people quicker and better than words.

Immediately it must be recognized, however, that pictures without words are inadequate. Even in television, if you shut off the sound the picture does not mean too much. Both on the screen and in the newspaper an intelligent support of the pictures by words is imperative. One of the skills increasingly required of editors in these recent days is the ability to make this combination.

Algona Paper Honored For Its Local Coverage

The *Kossuth County Advance* received a March award of recognition and appreciation from the Algona and United States chambers of commerce. In the 11 months before the award, the *Advance* gave 432 column inches to coverage of the local organization.

In return for the award, the *Advance* devoted a full page to thanking the Jaycees, reproducing the certificate in the upper left and writing a laudatory note about the Jaycees in the lower right.

Said the paper: The *Advance* feels honored to have received the accompanying press award from the Algona junior chamber of commerce. It feels particularly honored because it comes from the young men of Algona who are beginning to take over the reins of the town.

Knowles at Denison

Richard Knowles, formerly of the Oelwein *Register*, has joined the advertising staff of the Denison Newspapers.

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Necrology Report

Memories of 31 Departed Honored at Des Moines

Memories of 31 newspapermen and members of newspaper families who died within the year were honored at the annual convention of the Iowa Press association in Des Moines May 6, 7 and 8 by adoption of the following necrology report, submitted by a committee consisting of Alvin Smit of the Alta *Advertiser*, William Watt of the Grand Junction *Globe-Free Press*, and George Stauffacher of the Eldora newspapers.

Mr. President:

During the past year, a number of persons who have been active in the affairs of the Iowa Press association during their lifetimes have answered the final summons and will not meet with us again.

Among them were:

Robert C. Goshorn, former Winterset publisher

Ernest H. Ross, former publisher of the Logan *Herald*

Charles S. Walling, publisher of the Oskaloosa *Herald*

William A. Ried, former editor and publisher of the Waterloo *Tribune*

J. Kirk Latta, former publisher of the Morning Sun *News-Herald*

Mrs. W. G. Smith, mother of Paul Smith of the Rock Rapids *Reporter*

Andrew H. Hanson, former publisher of the Clermont *Observer* and Latimer *Star*

Jess Alberton, former publisher of the Shellsburg *Advance*

Mrs. Frank W. Buxton, widow of the late publisher of the Wheatland *Gazette* and mother of the present publisher

Lee Hathaway, former co-publisher of the Fayette *Leader*

J. B. McCook, former publisher of the Riceville *Recorder*

Thomas E. West, editor of the Gladbrook *Tama Northern*

A. W. Gault, former publisher of the Charlotte *Record*

Capt. Robert Hansen, former publisher of the Wilton Junction *Advocate*

Charley Clarke, former manager of Iowa Weeklies, Inc.

Phil Hoffmann, editor of Oskaloosa *Herald*

Mrs. Lloyd Brewer, wife of Newton *Daily News* publisher

Frank Rotton, former publisher of Essex *Independent*

Ed M. Smith, publisher of Winterset *Madisonian* and former president of the Iowa Press association

George Grow, editor of the Terril *Record*

Don R. McClure, publisher of the Fontanelle *Observer*

Harold Perdue, publisher of the Sigourney *News*

Robert Hess, formerly employed at the Schleswig *Leader*

Joseph Givando, editor of the Ft. Dodge *Messenger*

Wallace H. Blair, former publisher of the Lamoni *Chronicle*

Edward Carter, former publisher of the weekly Keokuk *Citizen*

Mrs. Mary Lovejoy, widow of the late publisher of the Jefferson *Bee* and *Herald*

Mrs. Ed S. Randall, mother of publisher of the Glenwood *Opinion-Tribune*

Clair Sodergren, former editor of the Wayland *News*

Kenneth L. Woods, formerly associated with his father at the Sheldon *Mail*

Mrs. Lucretia Hotchkiss, publisher of the Lake City *Graphic*

Mr. President, your committee on necrology, acting in behalf of all members of the Iowa Press association, expresses its gratitude for the fine service to our profession rendered by these individuals during their lifetimes. And to their immediate friends and relatives, we extend our sincere condolences.

Your committee on necrology recommends that following the adoption of this report, the chair call for a standing tribute, a moment of silence in memory of these departed members of our profession as listed in this report, and any who may have been unintentionally omitted.

Kenneth L. Woods

Kenneth L. Woods, 54, publisher of the Priest River (Idaho) *Times*, died March 15. He was associated with his father, Paul C. Woods, in publishing the Sheldon *Mail* before going to Priest River.

Paul C. devoted his March 31 "Curbstone Comment" column to his son. He wrote about the sorrowful trip to the funeral, and about his son's life in Priest River and Sheldon. His son had been president of the Idaho Press association and chairman of the Republican central committee for his county.

The *Times* is continuing under Kenneth's son, Paul Kent.

Mrs. Lucretia A. Hotchkiss

Mrs. Lucretia A. Hotchkiss, 96, publisher of the Lake City *Graphic*, died in late March. She was oldest Calhoun county resident, having come in 1863 with her family by covered wagon.

She continued the *Graphic*, directing her daughter and grandsons in its operation, following the death in 1919 of her husband, T. B. Hotchkiss.

She had married him in 1874, when he was publishing the Lake City *Pioneer*, and subsequently he published newspapers in Rockwell City, Pomeroy and Manson before founding the *Graphic* in 1886.

Editors Write Articles For April Palimpsest

Two Iowa newspapermen published articles in the April *Palimpsest*, bulletin of the State Historical Society of Iowa. This issue was about tulip festivals in Iowa.

George Ver Steeg, editor of the Pella *Chronicle*, wrote on how Pella was founded in 1847 by a band of Hollanders and how the annual Tulip Time was later begun. James H. Treneman, former owner and editor of the Orange City *Sioux County Capital*, wrote a similar article on his city. *Palimpsest* printed pictures of some festival highlights from past years of the Dutch-theme event in these cities.

Press Contest

Winning Iowa Newspapers Announced at Convention

Winners of the 1954 Iowa Press association newspaper contest announced at the Des Moines convention were as follows:

GENERAL EXCELLENCE

Plaques awarded by Iowa Press association. Judging in the "General Excellence" contests was by a committee of publishers in Missouri under the auspices of the Missouri Press association.

Weeklies

Class I, semi-weeklies, twin-weeklies and weeklies in cities over 3,000 population. First, Storm Lake *Pilot-Tribune* and *Register;* second, Denison *Bulletin* and Dension *Review;* third, Decorah *Journal* and Decorah *Public Opinion;* honorable mention – Independence *Bulletin-Journal,* Grinnell *Herald-Register,* Iowa Falls *Citizen* and *Hardin County Times.*

Class II, weeklies in cities of less than 3,000 and more than 1,400 population. First, Forest City *Summit;* second, Grundy Center *Register;* third, Tipton *Conservative;* honorable mention – Spirit Lake *Beacon,* West Union *Fayette County Union,* and Corning *Adams County Free Press.*

Class III, weeklies in cities of less than 1,400 and more than 800 population. First, Oakland *Acorn;* second, Brooklyn *Chronicle;* third, Buffalo Center *Tribune;* honorable mention – Walnut *Bureau* and Newell *Mirror.*

Class IV, weeklies in cities of less than 800 population. First, Everly *News;* second, Pierson *Progress;* third, Bayard *News;* honorable mention – Earlham *Echo* and Hopkinton *Leader.*

Dailies

First, Estherville *Daily News;* second, Cherokee *Times.*

SERVICE TO AGRICULTURE

Plaque awarded by Sigma Delta Chi, Iowa State college.

First, Spencer *Sunday Times;* second, Garner *Leader;* third, Nashua *Reporter;* honorable mention – Waverly *Independent,* Bloomfield *Republican,* and Grinnell *Herald-Register.*

EXCELLENCE IN ADVERTISING LAYOUT AND DESIGN

Award by Alpha Delta Sigma, State University of Iowa chapter.

These winners, listed alphabetically, were not ranked as to first, second and third. They were: Algona *Upper Des Moines;* Garner *Leader,* and Monticello *Express.*

BEST ADVERTISING IDEA

Award by Publishers Idea Exchange.

First, Spencer *Times;* second, Monticello *Express;* third, Iowa Falls *Hardin County Times;* honorable mention – Osceola *Tribune,* Ocheyedan *Press,* and Centerville *Daily Iowegian.*

SERVICE TO FISH AND GAME CONSERVATION

Plaques by Iowa State Conservation commission.

Cities over 1,500. First, Manchester *Democrat-Radio.*

Cities under 1,500. First, Cascade *Pioneer-Advertiser.*

MASTER COLUMNIST

Award by Sigma Delta Chi, State University of Iowa chapter.

First, "Gleenings" by Glee D. Porter in Maquoketa newspapers; second, "Thinkin' Out Loud" by Albert J. Pinder, Grinnell *Herald-Register;* third, "Old Timers Column" by W. C. Jarnagin, Storm Lake *Pilot-Tribune;* fourth, "Gabble, Tattle, Prattle" by P. I. Colvig, Lake City *Graphic.*

EDITORIAL EXCELLENCE

Award by Sigma Delta Chi, State University of Iowa chapter.

Weekly division: First, Iowa Falls *Citizen,* Carl Hamilton, editor; second, Forest City *Summit,* Benjamin F. Carter, Jr., editor; third, Orange City *Sioux County Capital,* Fred Roach, editor.

Daily division: First, Centerville, *Iowegian* and *Citizen,* Robert E. Beck, editor; second, Marshalltown *Times-Republican,* Paul G. Norris, editor.

COVERAGE OF WOMEN'S NEWS

Award by Theta Sigma Phi, State University of Iowa chapter.

First, Spencer *Sunday Times;* second, Decorah *Journal.*

BEST USE OF ILLUSTRATIVE MATERIAL

Award by State University of Iowa school of journalism.

First, Montezuma *Republican;* second, Storm Lake *Register;* third, Pella *Chronicle;* honorable mention – Audubon *News-Guide,* Maquoketa *Community Press* and *Jackson Sentinel,* and Garner *Leader.*

COMMUNITY SERVICE

Awards by Sigma Delta Chi, Iowa State college.

First, Belmond *Independent;* second, Decorah newspapers; third, Forest City *Summit;* honorable mention – Iowa Falls *Citizen.*

GENERAL EXCELLENCE IN TYPOGRAPHY

Award by State University of Iowa school of journalism.

First, Oakland *Acorn;* second, Independence *Bulletin-Journal;* third, Tipton *Conservative;* honorable mention – Northwood *Anchor,* Everly *News,* Pella *Chronicle,* and Spirit Lake *Beacon.*

TYPOGRAPHICAL IMPROVEMENT

Sponsored by State University of Iowa school of journalism.

Marengo *Pioneer-Republican,* Cresco *Times* and *Plain-Dealer,* Centerville *Iowegian,* and Audubon *Advocate-Republican.*

IOWA JUNE DAIRY MONTH CONTESTS

For best dairy promotion in 1953. Prize money by Iowa Dairy Industry commission. Service "cowbells" awarded by American Dairy association.

First, C. D. Elling, Garner *Leader* and *Signal;* second, Elmer Taylor, Jr., Traer *Star-Clipper;* third, F. C. Grawe and Carl Grawe, Waverly newspapers; fourth, Clem Erlander, Algona *Upper Des Moines.*

Iowa Press Women Prize Winners 1954

NEWS STORY IN DAILY: 1. Jean Strong, Cedar Rapids Gazette; 2. Mrs. Pearl Cochran, Mt. Pleasant News; 3. Mrs. Esther Dixon, Lenox.

FEATURE STORY IN DAILY: 1. Jeannette B. Stein, Ottumwa Courier; 2. Ina Wickham, The Times, Davenport; 3. Editha K. Webster, Sioux City Journal.

WOMEN'S DEPARTMENT IN DAILY: 1. Miss Stein; 2. Dorothy Pownall, Iowa City Press-Citizen.

COLUMN IN DAILY: 1. Miss Stein; 2. Mrs. Cochran.

JUVENILE STORY IN NEWSPAPER: 1. Miss Strong; 2. Mrs. Cochran.

NEWS STORY IN WEEKLY: 1. Mrs. Arlene Raymond, LeMars Sentinel; 2. Mrs. Cochran; 3. Vina P. Thorpe, Ankeny Times.

EDITORIAL IN WEEKLY: 1. Florence Holdahl, the Hawkeye Record, Mount Vernon; 2. Violet Lundquist, the Herald, Anthon; 3. Jessie Heins, Redfield.

FEATURE STORY IN WEEKLY: 1. Marcella Rossiter, Manly; 2. Mary K. Knudson, Emmetsburg; 3. Mari Jo Niendorf, Van Meter.

WOMEN'S DEPARTMENT IN WEEKLY: 1. Marie Ross, The Bystander, Des Moines.

COLUMN IN WEEKLY: 1. B. Frances Schaper, Anthon; 2. Mary H. Estes, Randolph; 3. Leah Jane Smith, Rock Rapids.

FEATURE STORY IN MAGAZINE: 1. Miss Strong; 2. Mrs. Cochran; 3. Mrs. Lundquist.

POETRY IN MAGAZINE: 1. Miss Rossiter; 2. Mrs. Cochran.

NEWS PICTURE IN NEWSPAPER: 1. Miss Strong; 2. Mrs. Dixon; 3. Miss Ross.

FEATURE PICTURE IN NEWSPAPER: 1. 2. 3. Miss Strong.

RADIO SCRIPT: 1. Miss Ross.

PUBLICATION OTHER THAN NEWSPAPER OR BOOK: 1. Mrs. Arlene J. Raymond, Des Moines, The Hawkeye Chiropractor.

SPECIAL EDITION OF NEWSPAPER EDITED BY IPW MEMBER: 1. Miss Stein; 2. Mrs. Bonnie Boll, Red Oak; 3. Mary K. Knudson, Emmetsburg.

POETRY IN NEWSPAPER: 1. Vera Wilson Schultz, Reasnor; 2. Miss Rossiter; 3. Mildred Wamberg, Glenwood.

PUBLICITY ARTICLE IN NEWSPAPER: 1. Wilma Johnson, Oskaloosa; 2. Miss Stein, Ottumwa Courier; 3. Mrs. Lundquist, Anthon.

DISPLAY ADVERTISING IN NEWSPAPER: 1. Mrs. Cochran; 2. Mrs. Boll; 3. Bertilla Hogendorn, North English.

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Iowa Newspaper Income Higher

Study of 26 Weeklies Also Shows Raise In Average Expense

By Wilbur Peterson and Marvin Weisbord

Average income and average expense on 26 Iowa weekly newspapers were generally slightly higher in 1953 than on 29 newspapers reporting in 1952. Figures are compiled annually by the Bureau of Media Service of the State University of Iowa school of journalism.

Most weeklies showed a gain in income, and expenses went up on all except those in the under-1,000 circulation class. Therefore it is not surprising that average profits and profits as percentages of total income were up considerably in this category.

The average profit and average profit as percentage of total income were also higher in the 3,000-3,999 circulation class, but somewhat lower in the other two categories.

Accurate comparison between studies from year to year is not possible because the same papers do not necessarily report each year. Thus the indicated trends could be the result of different papers reporting this year.

The reporting papers were broken into six classifications for tabulating purposes depending on their circulation size and whether they are weeklies, semi- or twin-weeklies, or dailies.

Keep in mind that all figures represent *averages* of the indicated number of papers reporting in each category. This is especially significant in the semi-twin weekly and daily groups where there are few papers reporting and a wide circulation spread.

The accompanying charts are pretty much self-explanatory. As a rough comparison guide, figures in the first two composite charts which are significantly different from last year's are indicated as to greater or less than a year ago.

NOTE—Percentages do not add up to 100 per cent because not all papers reported in every category. So the percentages were figured on the basis of the *average total* expense or income *only of those papers reporting the item.*

TABLE 1

Average Income, Expense and Profit

	Income	*Expense*	*Profit*
5 weeklies (under 1,000 circ.)	°$12,859	†9,885	°2,974
Per cent of income		76.9	°23.1
8 weeklies (1,000-1,999)	°26,021	°20,770	†5,251
Per cent of income		°79.8	†20.2
10 weeklies (2,000-2,999)	°59,315	°46,174	°13,141
Per cent of income		†77.9	°22.1
3 weeklies (3,000-3,999)	°76,811	°61,927	°14,884
Per cent of income		†80.6	°19.4
‡6 semi or twin weeklies (1,000-6,000)	93,545	83,577	9,968
Per cent of income		89.4	10.6
‡3 dailies (5,000-24,000)	607,011	535,531	71,480
Per cent of income		88.2	11.8

Note: *Average* profit was computed by deducting average expense from *average* income. It is intended only as a guide. Individual publishers were not asked to report profit.

TABLE 2

Average Circulation and Per Subscriber Income, Expense and Profit

	Average Circulation	*Income per Subscriber*	*Expense per Subscriber*	*Profit per Subscriber*
5 weeklies (under 1,000 circ.)	648	°$19.84	$15.25	°$4.59
8 weeklies (1,000-1,999)	1,472	°17.67	°14.11	3.56
10 weeklies (2,000-2,999)	2,661	22.29	°19.67	†2.62
3 weeklies (3,000-3,999)	3,190	°24.07	°19.41	°4.66
‡6 semi, and twin weeklies (1,000-6,000)	2,958	31.62	28.25	3.37
‡3 dailies (5,000-24,000)	13,904	43.65	38.51	5.14

°means higher average than last year.
†means lower average than last year.
‡no comparisons with last year possible.
No mark indicates no significant difference.

Sources of Income and Expense According to Circulation Size

TABLE 3

Sources of Income on Weeklies Under 1,000 Circulation

Source of Income	*No. of Papers*	*Average Income*	*% of Total Income*
Advertising	5	$ 7,141	50.1
Circulation	5	1,437	10.1
Job printing	5	5,082	35.6
Miscellaneous	4	749	4.6

TABLE 4

Sources of Income on Weeklies 1,000-1,999 Circulation

Source of Income	*No. of Papers*	*Average Income*	*% of Total Income*
Legal	4	$ 4,434	17.8
TOTAL ADS	9	26,021	56.1
Circulation	9	3,625	13.9
Printing	8	7,066	26.7
Miscellaneous	7	1,051	3.7

TABLE 5
Sources of Income on Weeklies 2,000-2,999 Circulation

Source of Income	*No. of Papers*	*Average Income*	*% of Total Income*
Local	5	$ 27,526	48.8
National	5	3,901	6.9
Classified	7	2,655	3.8
Legal	7	3,255	4.7
TOTAL ADS	11	35,060	61.3
Circulation	11	5,595	9.8
Printing	11	14,670	25.6
Miscellaneous	9	2,417	4.4

TABLE 6
Sources of Income on Weeklies 3,000-3,999 Circulation

Source of Income	*No. of Papers*	*Average Income*	*% of Total Income*
Advertising	3	$ 47,212	61.5
Circulation	3	8,278	10.8
Printing	3	15,915	20.7
Miscellaneous	3	5,406	7.0

TABLE 7
Sources of Income on Semi-Weeklies and Twin-Weeklies 1,000-6,000 Circulation

Source of Income	*No. of Papers*	*Average Income*	*% of Total Income*
National	3	$ 8,449	9.4
Classified	3	4,672	5.2
Legal	3	6,553	8.1
TOTAL ADS	6	65,151	69.6
Circulation	6	11,571	12.4
Printing	6	14,622	15.6
Miscellaneous	6	2,267	2.4

TABLE 8
Sources of Income on Dailies 5,000-24,000 Circulation

Source of Income	*No. of Papers*	*Average Income*	*% of Total Income*
Local	3	$281,440	46.3
National	3	58,379	9.6
Classified	3	71,723	11.8
Legal	3	9,141	1.5
TOTAL ADS	3	424,018	69.8
Circulation	3	16,367	26.9
Miscellaneous	3	7,655	1.3

TABLE 9
Sources of Expense on Weeklies Under 1,000 Circulation

Source of Expense	*No. of Papers*	*Average Expense*	*% of Total Expense*
Wages, Salaries, Bonuses and Commissions	4	$ 5,926	50.7
Editorial and News	3	395	4.0
Advertising Expense	0		
Cost of Materials	5	1,913	19.4
Circulation Expense	5	202	2.0
Building Expense	4	657	8.2
Business Office	5	1,024	10.4
Taxes	4	346	4.3
Depreciation	5	790	8.0

TABLE 10
Sources of Expense on Weeklies 1,000-1,999 Circulation

Source of Expense	*No. of Papers*	*Average Expense*	*% of Total Expense*
Wages, Salaries, Bonuses and Commissions	7	$ 8,428	42.7
Editorial and News	5	1,191	5.2
Advertising Expense	7	346	1.2
Cost of Materials	7	4,306	21.8
Circulation Expense	4	692	2.7
Building Expense	4	1,062	4.1
Business Office	5	1,078	6.2
Taxes	6	596	2.8
Depreciation	5	1,757	7.6

TABLE 11
Sources of Expense on Weeklies 2,000-2,999 Circulation

Source of Expense	*No. of Papers*	*Average Expense*	*% of Total Expense*
Wages, Salaries, Bonuses and Commissions	10	$ 28,398	54.2
Editorial and News	9	1,918	3.7
Advertising Expense	8	2,470	4.6
Cost of Materials	8	8,219	16.0
Circulation Expense	8	1,557	2.9
Building Expense	9	1,753	3.4
Business Office	9	3,765	7.3
Taxes	9	1,706	3.3
Depreciation	8	2,626	4.9

TABLE 12
Sources of Expense on Weeklies 3,000-3,999 Circulation

Source of Expense	*No. of Papers*	*Average Expense*	*% of Total Expense*
Wages, Salaries, Bonuses and Commissions	3	$ 32,392	52.3
Editorial and News	2	3,225	5.2
Advertising Expense	2	1,160	2.9
Cost of Materials	3	12,146	19.6
Circulation Expense	2	1,516	2.4
Building Expense	2	2,450	4.0
Business Office	3	5,362	8.6
Taxes	3	954	1.5
Depreciation	2	3,392	5.6

TABLE 13

Sources of Expense on Semi-Weeklies and Twin-Weeklies 1,000-6,000 Circulation

Source of Expense	*No. of Papers*	*Average Expense*	*% of Total Expense*
Wages, Salaries, Bonuses and Commissions	6	$ 49,260	58.9
Editorial and News	6	2,739	3.3
Advertising Expense	6	2,050	2.4
Cost of Materials	6	11,615	13.9
Circulation Expense	6	1,637	2.0
Building Expense	6	4,011	4.8
Business Office	6	6,968	8.3
Taxes	6	3,297	3.9
Depreciation	6	1,920	2.3

TABLE 14

Sources of Expense on Dailies 5,000-24,000 Circulation

Source of Expense	*No. of Papers*	*Average Expense*	*% of Total Expense*
Wages, Salaries, Bonuses and Commissions	3	$209,202	55.9
Editorial and News	3	27,155	5.1
Advertising Expense	3	9,196	1.7
Cost of Materials	3	91,817	17.1
Circulation Expense	3	30,256	5.6
Building Expense	3	11,293	2.1
Business Office	3	45,194	8.4
Taxes	3	9,048	1.7
Depreciation	3	12,365	2.3

Need an Operator? Just Look Near Home

From Michigan Publisher

"I need a Linotype operator bad . . . BAD, I'm saying. Where in heck am I going to find one?"

This was directed at one of the older publishers of the state who always seemed to be able to keep a group of competent people in his mechanical department.

"Son, there's one living within ten blocks of your office, and she wants a job badly. I'll stake my life on it," he added with a grin. "It's just a case of you finding her (or him)."

The younger publisher was all ears.

The Old Timer went on to explain: "Long ago I decided it was futile to expect other publishers to train operators or printers for me. They just won't do it. Further, the trend is for experienced operators to gravitate toward the larger towns.

"So I long ago decided I must train my own people.

"There was a time when we used to think — back when Linotypes first came into use in country shops — that nimble fingers were a prerequisite for an operator. That isn't so. Instead I look first for a person with a nimble, or alert, intelligence. Their fingers cannot work any faster than their brain. They will learn to speed up their fingers with practice, but, if they have a sluggish brain, they will never pick up speed.

"Next, I try to find a person who, for one reason or another, is living, and wishes to continue to live, in my town. It may be they have some physical or personality handicap. Perhaps they are the sole support of a dependent member of their family. They have the mental qualifications but cannot fit behind a counter as a salesman or saleslady — the most common outlet for hometown employment.

"Linotype, or other printshop jobs, do not require expensive clothes, nor do they make any social demands upon such employees. Further, when and if they become proficient, they can expect better pay for fewer hours than in many local stores or offices.

"Yes, young man, I would suggest that you explore the hometown. I'm sure if you try and are willing to spend a little time and effort to train such a person as I have described, you will find a permanent answer.

"But remember," he repeated, "look for a person with an alert mind, and one who has at least a high school education — if not, one who has capacity to learn."

A few months later the same two men met.

"Have you found a Linotype operator yet?" the older man asked.

"Yep!" the young man replied with a sheepish grin, "and where do you suppose I found her? She was a married gal, no children, but tied to our town by the fact that she made a home for her aged father. She had been doing part-time housework for my wife. I got to talking with her one morning, found she was a darn bright woman and was more than pleased at a chance to earn $40 a week, about twice what she had been earning, for four days work each week. She's happy, and so am I. Thanks for the tip, Old Timer."

Ranks in Safety Contest

The Burlington *Hawk-Eye Gazette* was ranked third in the contract motor carrier division for newspapers of 25,000 circulation and under in the American Newspaper Publishers association's safety contest.

Four of the *Hawk-Eye Gazette* drivers traveled 222,610 circulation miles in 1953 without accident.

Honored for Coverage

The Maquoketa Newspapers have been honored by the Bell Telephone company for "coverage unequalled anywhere." The company presented the newspapers with a booklet compilation of all stories and pictures they had printed in coverage of the recently completed $600,000 dial telephone conversion project.

Circulation Men Discuss Management of Carriers

About 60 newspaper personnel from eight states heard talks and exchanged information on carrier promotion and other circulation techniques at the fifth annual Iowa short course on newspaper circulation at the State University of Iowa May 2 and 3.

Prof. Wilbur Peterson, director of the short course and head of the school of journalism's Bureau of Media Service, said attendance was the largest in the course's five-year history.

Conferees were welcomed by William T. Hageboeck, publisher of the Iowa City *Press-Citizen*, at the opening session Sunday afternoon, and Leslie G. Moeller, director of the school of journalism, introduced the short course faculty. This year's moderator was Jess B. Birks, circulation manager of the Cedar Rapids *Gazette*.

Following are highlights from talks by circulation managers of some leading newspapers.

Freeman Rosecrans, Keokuk *Daily Gate City*, stressed how to hold as well as recruit carrier boys, saying that they attempt first of all to recognize the boys as individuals.

NEW CARRIERS INSTRUCTED

"We call new carriers into the office for a 45 minute conference," Rosecrans continued, "and give them route instructions. We end the conference by presenting each new carrier with a theatre ticket. We tell him that this is the only one he'll ever get free but that he may earn others by making the monthly honor roll for carriers.

"I have discovered that boys need not be encouraged so much with money as with recognition. In line with this, we have the graduation plan in which boys begin as carrier salesmen, then rise to junior route managers, to senior route managers and, in two years, to master route managers."

Roland H. Ziegler, Saginaw (Mich.) *News*, said his paper's carrier training program was established after consideration of many effective programs used in the nation.

"We conduct no meetings," he said. "We believe the farther apart you keep boys, the better off you are. That is one reason why we do not use sub-stations, but corner drop-offs for more than 400 city carriers.

"We stress carrier training by the district managers. This requires more time and effort but we believe it obtains better results.

TRAINING MANUAL USED

"We have adopted a new type carrier training manual designed to be readable to boys, and to give them correct portions of easily digestible training hints. It is a loose-leaf book with more than 36 suggestions, each occupying a page with an accompanying explanatory picture or cartoon."

A notable feature of the effective carrier promotion on the Indianapolis *Star and News*, as explained by this newspaper's Raymond E. Houk, is an annual subscription contest, the awards for which are group trips to Washington, D. C.

"We run several carrier trips each year," he said. "But our one real major trip, and our most successful trip contest, is the annual five-day vacation to Washington. We have been running this trip for nine years now, and making it coincide with the spring vacation of schools.

"This six-week contest is begun 10 weeks ahead, giving us about four weeks to check out the contest, finish verification of orders, make out rooming lists and take care of other details.

325 CARRIERS QUALIFY

"This year, 325 carriers qualified and we produced more than 8,000 increase. The cost of the trip was approximately $22,000. Requirements for the contest are that the carriers make a 20 increase on their routes. Any requirement much over this would be an impossible quota for too many. After all, we have found no other way to produce an 8,000 increase in six weeks, regardless of the cost.

"We also have used what we call a census contest with surprising results. It is based on the theory that if you can get the carrier to make the call, the law of averages will take care of you to get new subscribers.

"We have a carrier training program which involves a Saturday morning meeting for new carriers. They are instructed about service, collections and sales."

Ed Roberts, Denver *Post*, reported that after lengthy discussion and examination of theory on carrier promotion, his newspaper evolved this general plan:

POINT CONTEST EFFECTIVE

A monthly point contest within each district based on the success with which a boy handled the fundamentals of route management, plus the promotion factor, order production.

An award to the boy in the city who was outstanding each quarter, suitably engraved and presented to the boy with pomp and splendor suitable to the importance of such recognition.

Insignia indicative of outstanding records established over several months or years.

Some form of scholarship to reward the outstanding carriers on an annual basis.

Concluded Roberts: "Two thirds of promotion is motion and you don't have to worry about the business outlook if you are out looking for business."

Al Spray, Spencer *Daily Reporter* and *Sunday Times*, said that "practically overnight there was a tremendous change in the attitude of advertisers and readers, when we began our Sunday delivery by airplane.

PEOPLE LAUD NEWSPAPER

"We heard everyone remarking what a fine newspaper we were putting out instead of the usual petty criticisms to which smalltown papers are accustomed," he added. "Advertisers began to notice considerable more pull from ads both in daily and Sunday editions even before the big circulation increase.

"This improvement we attribute to readership added by the wide and novel publicity with the launching of this new Sunday publication. In short, things started to boom for us in Spencer and boom fast."

Spray told about problems in setting up an efficient air delivery system. Important jobs were checking out each pilot on dropping of newspapers, and locating each farmer sub-

scriber on an air map. The latter required about two weeks and entailed extensive rural investigation and inquiry in an automobile.

Our pilots drop newspapers with great accuracy, Spray continued, and have yet to break a window pane or do other damage. Freezing rain, fog, or winds over 45 miles per hour are about the only weather conditions which ground us, and they don't last very long.

Spray revealed that air delivery is cheaper than car transportation, enjoys terrific public acceptance, opens the rural door for the salesman and removes the county line barrier for the small daily.

JAE RELATES STRUGGLE

James F. Jae of the St. Louis *Globe-Democrat*, who spoke at the commencement banquet in Hotel Jefferson, recounted his career in circulation. "Having struggled for three-and one-half years in the scheme of things to become manager of the advertising department," Jae related, "I heard my wife cry bitterly when I told her my next move was to transfer to the circulation department.

"She could see me selling papers, or, as she visualized it, growing old fast trying to please dissatisfied customers overseeing a group of queer type of adult males – district men to you – whose sole 24-hour purpose seemed to be to try, but never quite succeed, to get boys and old men on corners to do their work for them.

Jae later promoted outstanding circulation campaigns for the *Globe-Democrat*. He said there's need for "keen, competent, able young men, with a love for the game in their blood, on the circulation staffs of many, many U.S. newspapers.

"It's sessions like this (short course), and numerous others, that contribute toward these individuals making worthwhile connections.

"Is there elbow room? Emphatically, yes. Is there opportunity? Believe me, there is, in golden capital letters, but it takes perspective, perspiration and promotion, properly applied, to achieve success."

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Mason City Paper Puts Out Annual Report to the People

By Enoch A. Norem

Associate Editor,
Mason City Globe-Gazette

For several years the Mason City *Globe-Gazette* has published in tabloid a 12-page annual report of the City of Mason City.

This "Report to the People" replaces the small booklet reports previously published each year by the city. These booklets had a very small circulation and usually piled up at city hall. There was an occasional request for a copy.

In contrast, our report to the people is distributed to nearly every home in the city, about 9,000. The cost to the city is but slightly more than for the booklets.

Besides providing this over-all distribution, we attempt in our tabloid, a section of the regular *Globe-Gazette* edition, to present the story of city activities with reader appeal. We use a large number of pictures.

The report is published each year as soon after the close of the fiscal year as city offices and employees compile the figures and information needed, usually several weeks.

The material for the report is from two sources chiefly:

1. The reports from each department of the city to the mayor on the operations for the year. These reports are mainly statistical, similar to what was printed in the booklets.

2. Stories and pictures we have run during the year on city operations, supplemented by special reporting, to round out the information provided by the city and *add reader appeal.*

In each issue of the tabloid report to the people, emphasis is on the main city project for the year. Our recent issue, for example, stressed the local sanitary sewer system on which the city spent more than $100,000. This provided the main theme for the report and the idea for our cover picture.

Editor's note: The front had nearly a full page aerial view of the city over which was a picture nine inches in diameter of a section of the big subterranean concrete pipe the city had been installing in its sewer program. Inside the pipe was still another picture, this one showing a local heavy construction crew at work.

The year before, one of the most extensive street pavement programs in the city's history got the big play.

The most interesting and best received report we have produced was for the 1950 fiscal year. We selected a typical taxpayer and his family as the theme and showed them visiting the various city departments. We told the story of city activities through them.

In that edition we broke down the taxes paid by this family to show what they contributed to the fire department, the police department, streets, municipal airport, health department, municipal band and other departments.

One of the facts stressed was that the taxpayer pays direct taxes for only a part of the services provided by the city. Approximately 30 per cent of the city's receipts are from parking meters, state liquor stores, profits, fines, licenses and special assessments.

While giving outstanding public service through these tabloid reports to the people, the *Globe-Gazette* has received a price sufficiently close to the local display rate to make it an acceptable piece of business.

In addition to approximately 9,000 Mason City homes, the report goes to some 15,000 subscribers in the adjacent territory, advertising our community in that area.

The acceptance of the idea by the public has been most favorable. We think it is one of the finest things we do.